

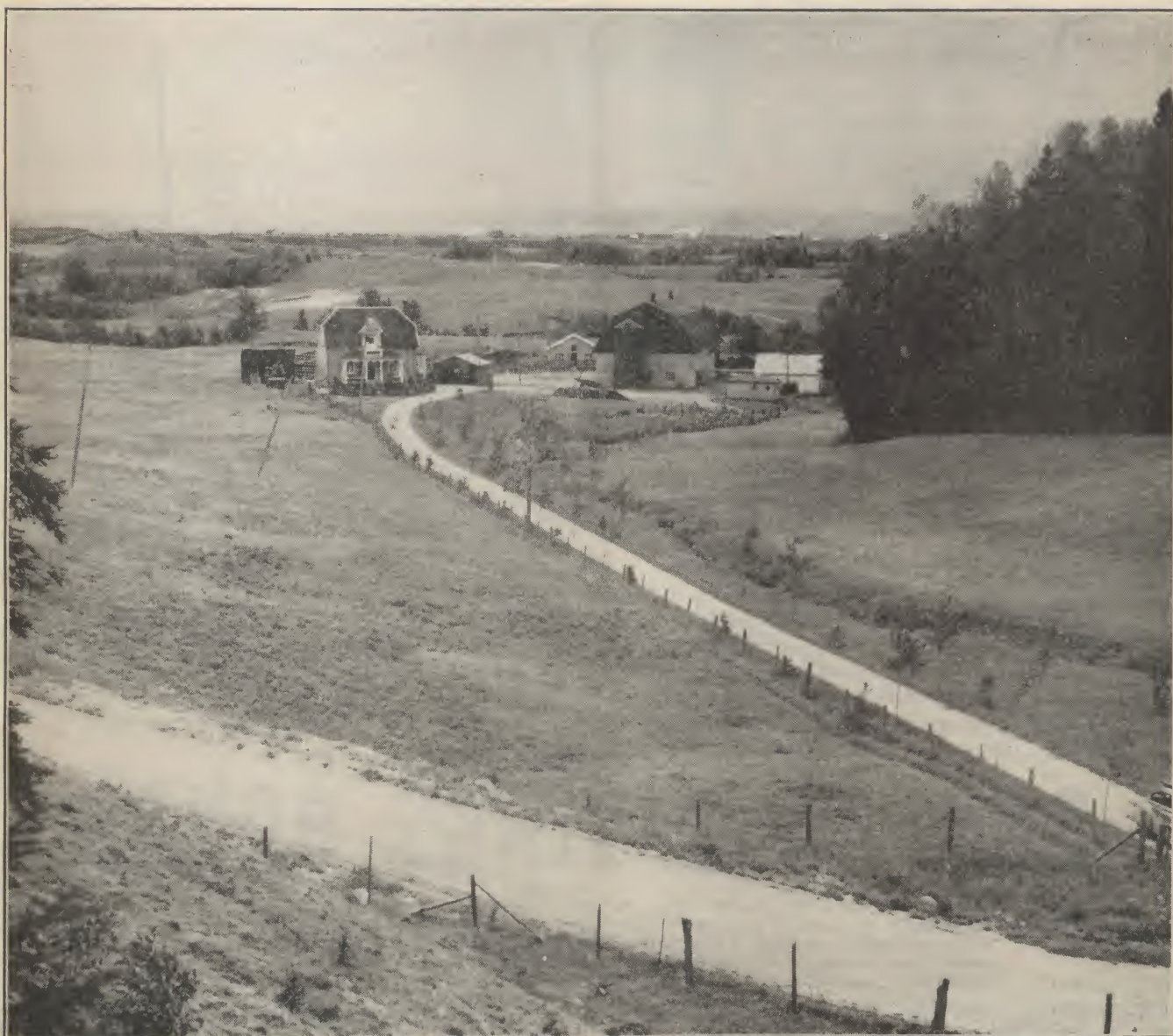


THE Macdonald Farm Journal

VOLUME 15 No. 2

OCTOBER 1954

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More On Canadian Farm Policy

Farm policy is always a lively issue. As already announced, this *Journal* will from time to time appraise specific Canadian farm policies. But for the present, let us make a step sideways to take a closer look at this word "policy".

A policy is a plan of action. A farm policy is a plan of action for agriculture. Action means change, and this requires power to overcome inertia and vested interests. Since the most powerful administrative bodies in the country are the governments, much of the controversy about farm policy revolves around what actions the government has planned or what actions it should plan. The motives of the various participants in these policy discussions, naturally, are more-or-less selfish.

Farmers have long considered their two main problems as being unstable incomes and low incomes. There is general agreement on this matter. Disagreements arise over what measures are proposed for achieving more stable and higher income for agriculture. The argument is no longer whether the government should or should not do something for agriculture, but rather what and how much should be done. An additional complication is whether the federal or provincial governments should do it. Conflicts that arise from time to time on these issues can be resolved by appealing not only to the constitution (the B.N.A. Act) but also to the higher economic and human goals such as national welfare and personal liberty. Changing economic and welfare goals, in effect, change the constitution.

Consider first of all the policy aim of increasing agricultural stability. It is widely recognized now that full-employment in the economy as a whole is a prerequisite for stability in agriculture. Steady and even expanding national markets are vital to agriculture. But even if there were no ups and downs in the national economy there remain two sources of instability that are peculiar to agriculture — unpredictable weather and production cycles for certain farm products such as hogs. Some sort of

collective security, cooperative or state, is needed in agriculture because the burden of instability is often too great to be borne by individual farmers. Price support of a kind that reduces uncertainty but does not pile up huge surpluses and price products out of markets is needed.

Consider now the policy aim of raising farm incomes. Misunderstanding arises between farmers and other people on this point because of two invisible strings attached to it by the farmer, one of which is so important to the farmer socially that he takes it for granted. The farmer wants higher incomes for all people wishing to farm, especially for himself and his sons and neighbours. Economists on the other hand believe with regret that this is impossible and their main medicine for low farm income is to speed migration from agriculture and to reorganize and mechanize the remaining farms. This leads us to the second invisible string which is attached to the farmer's aim of higher income. The farmer wants all the while to be free to produce what he likes in the way he likes — which usually means what he has been doing all along.

Before we can even consider what measures should be taken to improve the level and stability of farm incomes, all of us must understand and agree that there is a conflict in the three propositions which follow: (1) that Canada can have an indefinite number of small farms; (2) that farm incomes can be maintained at levels which will assure the great majority of farm families a decent standard of living; and (3) that farmers can remain free to produce any commodities they choose and as much as they choose. We can't achieve all these. We must choose which we want. We must assess what goals we must give up to get the ones we want. We must decide if the sacrifice involved is worth the gains. Then we can start the job of deciding how to get what we want — what policy measures to employ.

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More Dollars For Your Milk

Increased milk sales are possible if distribution costs can be cut and consumer prices lowered.

DAIRY farmers have everything to gain if they support programs designed to reduce marketing costs and thus reduce the price of milk to the consumer. Farmers distributors, and consumers alike have a common interest in such a program. Neither farmers or consumers, at present, have much to say when it comes to how milk is to be marketed to the consumer. In their own interest, they should encourage the dairy industry to consider adoption of changes in processing, plant operations, and distribution methods designed to lower consumer prices.

Distribution Costs Can be Reduced

Milk distribution costs could be reduced by 25 percent if all distributors adopted practices now used by the most efficient. This statement is made by Dr. Roland W. Bartlett of the University of Illinois, one of the foremost authorities in the field, in a recent article in *Hoard's Dairyman*. He states, "such a reduction in costs, if passed on to the consumer in lower prices, would result in higher per capita sales of milk and help to solve the surplus problem now confronting producers."

Cleveland farmers received \$550,000 more by shipping to the Cleveland market in 1953. This net increase was the result of a 7.1 percent increase in sales due largely to lower prices in stores. Dr. Bartlett estimates that the extra income was what the farmers received over what they would have if this milk had been sold for manufacturing purposes.

By an action taken last June, farmers in the Montreal milkshed could stand to lose up to \$400,000 annually as a result of a cut-back from \$4.50 to \$4.40 per hundred. As Montreal's population is increasing, it may be that some or all of this cash loss will be made up. But that is no adequate answer to the growing 'surplus milk' problem on this market and the quota difficulties that result. Milk above quota must be sold at manufacturing prices. There is an urgent need to increase sales to overcome cash losses and expand the over-all market for fluid milk.

How to Expand Milk Sales

Lower consumer prices are sure to expand the market for milk. But what is the best way to do this? People who have studied milk marketing problems say that this can be done best by reduced distribution costs.

From Dr. Bartlett's article in *Hoard's Dairyman*, and from suggestions made by other people a five point program can be outlined.

First of all there should be a program to increase store sales. Associated with this is the development of

a lower-cost city delivery system. Coming to the fore now are new processing methods like fresh-concentrated milk and improved powdered products. Fourthly, well organized advertising helps to increase sales. Finally, from the dairyman's point of view, farm to dairy trucking costs represent a considerable slice of his take home pay.

1. Increased Store Sales

In large city markets like Chicago and New York, over 60 percent of milk sales are through stores. In 1952, store sales accounted for 45 percent of total milk sales to consumers in the United States.

Large food retail organizations have demonstrated their ability to merchandize dairy products efficiently. Stores always insist on high quality, and a standard product to hold customers. Stores handling large volume can make good returns on margins as low as two cents a quart. At the same time they can give quantity discounts for extra quarts and even more for sales in 1/2 gallon and gallon containers. In the Chicago, 62 percent of all milk is sold in half-gallons or gallons. Stores also advertise their dairy products along with their regular merchandise. Those handling large volume keep their costs low by keeping one brand of milk and not carrying too many different milk items. In the U.S., store prices run from 2 to 6 cents a quart less than house delivery.

2. Lower-cost City Delivery

Modest success in reducing distribution costs has been noted when alternate-day delivery has been instituted. Milk drivers' unions have usually opposed such changes. Yet their demands for higher wages and a shorter work week mean higher distribution costs if productivity is not increased.

In some places in the U.S., and elsewhere, vendors or sub-dealers distribute the milk from the bottling plants. They are independent dealers and serve wholesale outlets and make home deliveries. To build sales volume, vendors aim to keep costs down and pass at least some of this saving on to the consumer.

Bulk deliveries to special dispensaries located in low-income areas could help. Sales on a low-cost cash and carry basis have proved stimulus to milk consumption in this group. Also quantity discounts for three quarts or more helps sales and reduces distribution costs when milk is delivered to the door.

3. New Processing Methods

A promising new development is a vacuum process for concentrating milk which does not change the flavour. This product can be held under refrigeration for long periods without change in quality. Mixed with water, three parts to one of milk, it cannot be distinguished from fresh milk. The concentrated milk can be used as a cereal or coffee cream, takes up little refrigerator space

and keeps longer. This product proves popular with consumers when sold at competitive process.

Great advances have been made in the powdered method of milk distribution in the last few years — especially non-fat milk solids. New powdered products coming on the market in consumer-sized packages are instantly soluble in water. Powdered milk is sold aggressively by its manufacturers and is proving more popular with consumers. It is of interest to note that most observers claim that price spreads between farmer and consumer are excessive for powdered milk. This fact is a possible indication of the threat this product poses for the whole of the present fluid milk production and distribution system.

4. Lower Farm to Dairy Trucking Costs

The present cost of handling milk cans is part of the distribution cost now largely absorbed by the farmer. But a good deal of this handling cost is in the dairies too. This cost must be passed on to the consumer. There is a great deal of cost involved in the switch-over from present cooling methods to refrigerated tanks on the farm and tank trucks on the road. But in the long run this is one way costs might be reduced.

Even using present milk hauling methods, duplication of milk truck routes could be reduced by zoning. In Quebec, steps have been taken to correct this in regulations covering truck licenses. Farm organizations should study this problem further as they lose the most at this end of the distribution system.

5. Advertising

With funds from the "June Set-Aside" the Dairy Farmers of Canada conducts a wide program of advertising and public relations. Dairy companies advertise milk privately and through Milk for Health Inc.

The net effect is increased sales of dairy products, which means greater volume, lower per unit costs and savings to distributor, processor, consumer and producer.

One warning should be made — dairy product advertising cannot be expected to solve all the problems of the industry. It is more effective when considered part of a campaign to reduce costs to consumers.

More Facts Needed

As mentioned in our August Journal editorial we need more facts. The editorial suggested that the public authorities and the dairy industry undertake research with the aim of expanding milk consumption by getting it on the family table at the lowest possible cost.

It may well be possible that some of the methods we have outlined above may not work well under our conditions. But we won't know that until we look into the possibilities. It should be obvious that present methods do not stimulate per-capita milk consumption to any marked degree.

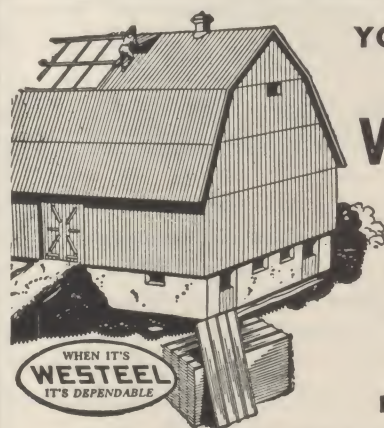
Let Consumers Know

Farmers need to let consumers know that they support improved marketing methods; methods designed to reduce distribution costs and thus reduce the price of milk to the consumer. Dairy farmers and their organizations, in their news releases to the press, in their representations to the Dairy Industry Commission, and in their day to day contacts with consumers, should make their viewpoint known. Promotion of goodwill between farmer and consumer is built on the common ground this kind of problem presents.

Taking Action on the Problem

If marketing firms cannot be persuaded to take up new developments which will reduce the cost of milk to the consumer, it may eventually be necessary for farmers to take action. They could, through their co-operative organizations, experiment with fresh concentrated milk marketed through the larger city food stores. This would take only modest capital investment and would not take a large sales organization. Part of the saving could be passed on to the consumer in lower prices and part go back to the farmer. Such a demonstration would build farmer-consumer relations and clear the way for adoption of the method by all distributors.

Both farmers and consumers have a common stake in reduced milk marketing costs. The dairy farmer, because he is better organized to do it, should take the initiative.



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New Life For Community Programs

by J. T. Davidson

Camp Laquemac . . . a bilingual community in miniature . . . where people learn leadership skills and practise them in a community setting.

THOSE of us who help plan programs for community organizations are well aware of the problems that arise when we work with a group of people. Most of the leaders in our rural community organizations have asked questions like the following at one time or another: How can we catch and hold the interest of the public and the membership in the affairs of the organization? How do we get the members to participate in the program? How do you stimulate and organize action on community problems? How do we organize recreation to meet the needs and moods of the group? Are there ways to get members and leaders to accept responsibility? What helps members work together as a group? How do you handle difficult people who may, by their actions, upset the group? Can group members be stimulated to study background information on problems or topics up for discussion?

New ways to make meetings more effective are being tried in all kinds of organizations. Despite good beginnings, we are all aware that more can be done through the day to day affairs of our Farm Forums and Women's Institutes, to name only two of a dozen organizations you might think of.

Like a local Leadership Forum or Folk School, Camp Laquemac aims to provide an opportunity for people to discover more effective ways of working with people in groups. Along with learning new skills useful in building better and more effective community programs, participants at camp grow in their understanding of their home communities and how they operate. What is perhaps even more important, the camp provides an opportunity for people to learn how to accept and appreciate the contributions that can be made by others; and, this despite wide differences in language, race, creed, cultural background, or occupation. Laquemac, for its ten day duration, becomes an experimental unified community created out of vast diversity.

This year's camp was made up of eighty-two full-time campers, thirty-five French speaking and forty-seven English speaking. In addition, nineteen people attended part time. Twenty-seven occupational groups were noted and there was representation from five provinces, although most were from Quebec. As well, campers attended from the United States, South Africa, Haiti, Bolivia, Brazil, Formosa, and Japan.

Community Life at Laquemac

One thing appreciated by all is the congenial, friendly

atmosphere created in the camp right from the first day. In this setting, co-operation and "community spirit" develop naturally. Even camp leaders, you soon discover, do not set themselves apart. They too do their fair share of necessary chores. As a matter of fact, when they are not leading their own sessions, they participate in camp life like any other member. The crowd quickly develops a sense of community and an awareness of at least some of the aims and values of community life.

All parts of the program at Laquemac aim to develop a sense of belonging and common purpose. This is especially noticeable in the organized recreation, informal group singing, folk music, drama and the like. Special techniques help people feel at ease despite the fact that two languages are spoken. Through their own camp organization, campers take a great deal of responsibility for the smooth running of the camp and help plan and co-ordinate the program.

The Laquemac Program

Four two-hour seminars are offered each morning. Each camper chooses one of these which he or she will follow for the ten days. This year's seminars were concerned with the following: (1) The aims and principles of adult education as applied to community organizations with educational purposes. (2) The methods for making groups more effective. (3) Finding ways for community groups to work together effectively to improve community life. (4) Finding out how local community organizations can do something concrete about broad national and international affairs.

Afternoon "skill sessions" are also two hours long and each camper chooses one of these. In the field of Community Recreation, three skills were taught: (a) How to lead groups games and dances. (b) Music in the program. (c) Drama in the program. Other skill groups included: (1) How to use films for education purposes.



Informal discussion in small groups,

(2) How to organize and lead group discussion. (3) How to organize a publicity and public relations program for community organizations.



Learning by doing.

Evening programs were usually from two and one-half to three hours long and typically included group singing and recreation. Some evenings were planned to consider special topics and others had more social purposes.

Topics discussed in the evenings were (1) The Educational Responsibilities of the Mass Media (Radio, Television, Press and Films). (2) What are the Most Vital Problems Facing Canadian Citizens in 1954? (3) What do we Mean by Education — When is a Program Educational? (4) What are the Problems Faced by New Canadians — What can we do to help? (5) What are the Effects of Growing Industrialization and Urbanization on Canadian Life?

Other programs included a picnic and camp-fire on one evening, a presentation by the drama group on another, and a folk festival put on by the recreation and music group on the final evening. These special programs provided direct practice in programming as well as a lot of enjoyment for all the camp. It will be of interest to note that serious programs were also handled to give variety and provide opportunity for practising ways to make programs interesting. Films, dramatic skits, panels of experts, short talks, and discussion in small groups were all used in several combinations.

Camp Laquemac is held each summer and is sponsored jointly by Macdonald College of McGill University and by Laval University, in co-operation with the Quebec Government. Co-directors of the camp are Napoleon LeBlanc of Laval and H. R. C. Avison, director of the Adult Education Service at Macdonald College.

Our Cover Picture

The photo used as a cover this month was taken on the farm of Abel Verreault, at St. Jean Vianney de Chicoutimi. Mr. Verreault is Quebec's Gold Medal Farmer for 1954.

National Farm Radio Forum

Topics for the 1954-1955 Season

NOVEMBER SERIES

- Nov. 8 — **FARM FORUM IN THE COMMUNITY**
 (a) What is necessary for a successful forum? What contribution should it make in the community?
 (b) What is its role in relation to community organization, to other neighborhood activities?
- Nov. 15 — **WHAT IS THE FARMER'S SHARE OF THE CONSUMER'S DOLLAR?**
 Can it be increased?
- Nov. 22 — **FARM INSURANCE**
 What is adequate coverage for the farm business? For the farm family?
- Nov. 29 — **FOURTH NIGHT FEATURE**
 What are the legal problems affecting the farm business and the farm family?

DECEMBER SERIES

- Dec. 6 — **A NATIONAL HEALTH INSURANCE PLAN**
 What are the complications? How much does it offer? How can it be financed?
- Dec. 13 — **GETTING STARTED**
 What are the credit needs of a young farmer in establishing his own farm?
- Dec. 20 — **TRADE, OR AID, OR WHAT?**
 What do the people of under-developed countries say?
- Jan. 3 — **AROUND THE WORLD IN 30 MINUTES**
 Reports of crops and farming in other lands.

JANUARY SERIES

- Jan. 10 — **AGRICULTURAL FAIRS**
 Are they doing the job?
- Jan. 17 — **BRINGING UP THE FARM FAMILY**
 The problems of family life on the farm.
- Jan. 24 — **PRODUCER MARKETING**
 Can producer marketing boards provide orderly marketing for livestock? If so, how?
- Jan. 31 — **FOURTH NIGHT FEATURE**

FEBRUARY SERIES

- Feb. 7 — **A PUBLIC RELATIONS PROGRAM FOR CANADIAN AGRICULTURE**
 How does it fall short? How can it be improved?
- Feb. 14 — **FARM MARKETING ABROAD**
 How price supports may help or hinder international trade.
- Feb. 21 — **THE FARMER AND THE URBAN WORKER**
 Which is better off?
- Feb. 28 — **FOURTH NIGHT FEATURE**

MARCH SERIES

- Mar. 7 — **EDUCATION FOR FARMING**
 What are the educational requirements for modern farming? Are they being met?
- Mar. 14 — **THE 40-HOUR WEEK IN AGRICULTURE**
 How can the farmer offset industry's higher wages and shorter hours for labor?
- Mar. 21 — **SAFETY ON THE HIGHWAY**
 What can be done to reduce our tragic accident toll?
- Mar. 28 — **FOURTH NIGHT FEATURE**

Listen to the Farm Forum broadcasts on the C.B.C. Trans-Canada network 8:30 p.m. on Mondays from November to March.

More Lambs For The Market

by S. B. Williams

Only by a well-planned program can the sheep industry be expanded to its rightful position in the agricultural economy.

WHAT would be a suitable sheep breeding program for Canada to increase the production of market lambs? Without considering details, it is only through the medium of a well planned program that the expansion of the sheep industry to its rightful position in the agricultural economy of the country can take place without a distinct drop in the quality of the product.

Cross-bred Ewes for Market Lamb Production

In a large percentage of the major fat-lamb producing countries, the industry is based on the use of cross-bred ewes as dams of the market lambs. Under such a scheme, ewes of a hardy, relatively unimproved breed are carried on rough, cheap grazing. There they are mated to rams of a breed noted for high milk production and lambing percentages. The resulting cross-bred ewes, which combine many of the desirable features of both breeds, are sold to more productive areas and are then mated to mutton-type rams. All of the second-cross lambs are marketed. When the cross-bred ewes have outlived their useful span they are sold for slaughter and replaced with a fresh purchase.

A Possible Breeding Program

In eastern domestic flocks a cross-breeding program would appear to offer advantages but the scattered nature of the industry and the small size of the flocks might make such a plan difficult to implement.

In the range country it would seem that the Rambouillet, or breeds developed from it, must be used. Possibly there is a place for both, the Rambouillet on the harder country and one of the more improved types on relatively more favoured areas.

Perhaps the two different ideas might be combined, as is done in Australia. Under such a plan the range man might breed a certain percentage of his ewes to rams of their own breed in order to supply his own replacement stock. The remainder of the ewes could be mated to rams of a breed noted for productivity and the resulting wether lambs fattened in the feed lots while the ewe lambs could provide a source of cross-bred ewes for the domestic sheepman. In addition, low-producing areas of Eastern Canada could easily carry hardy she-stock as a basis for a domestic cross-breeding program both to the advantage of the sheepmen in such areas and of the sheep population as a whole.

Such schemes would permit breeders of purebred stock to concentrate on the selection in their stock for those attributes of most value when used in such a program.

Experimental Farms Study the Problems

A considerable amount of work has been done by the Experimental Farms Service on the relative merits of various kinds of cross-bred ewes and of the attributes of various breeds when used to sire fat lambs from these cross-bred ewes.

In the earlier stages of the trials, Leicester X Shropshire ewes were compared with grade Shropshire ewes and it was found that the cross-bred ewes produced 14 more lambs for each 100 ewes lambled and that these lambs reached market weight and finish 24 days earlier than did those from the ewes of straight breeding. Carcass quality was slightly lower in the lambs from the cross-breeds, 88 per cent "A" grade lambs as compared with 92 per cent. The cross-bred ewes produced 33 per cent more clean wool, the increase being due in part to a heavier greasy fleece weight and in part to a better scouring percentage.

In general no great differences have been demonstrated between the various cross-breeds in respect of production. As might be expected the heavier types of ewes produced lambs that were marketed at relatively heavy weights. However, when the lamb and wool production is calculated on the basis of 100 pounds of ewe, little difference can be seen between the types.

Some Results of the Breeding Trials

(i) *Western Range Rambouillet Ewes.* Cast-for-age ewes of the hardy range Rambouillet breed, when brought down to more favourable eastern areas, still have a productive life. When mated to Shropshire rams, these aged ewes can produce one or more lamb crops after their productive life on range is past.

(ii) *Western Cross-bred Ewes.* Obtained by crossing Canadian Corriedale rams on range Rambouillet ewes. Resulting first-cross ewes can be bred to Shropshire rams to produce market lambs.

Further work is now under way in the Experimental Farm Service to study the possibility of developing a superior type of cross-bred range ewe. This work is based on crosses with breeds of high fertility and milk production levels.

(iii) *Leicester X Oxford Crosses (short-lived ewes)* The big Leicester X Oxford crosses suffered heavy mortality rates under the conditions of the trial, which restricted grain and silage consumption but allowed unlimited hay feeding. In spite of the fact that they ate over 50 per cent more hay than did any other type of sheep, these crosses were always thin and this chronic lack of condition affected their longevity so severely that they have been replaced by a North Country Cheviot X Oxford cross.

(iv) *Cheviot X Leicester Crosses (excellent mothers)*

The Cheviot X Leicester and Leicester X Cheviot ewes were excellent mothers and as a consequence the lamb mortality rate was low in this lot, since lambs were invariably well looked after and were never deserted. The ewes were very active and nervous and while great grazers, their ranging habits could be a difficulty under farm conditions unless fences were excellent.

(v) *Oxford X Shropshire Cross (woolly faces not liked)*

Ewes had excellent fleeces with only a small percentage falling in the reject grades. However, the excessive face cover was a drawback from the farmers' standpoint since it was necessary to clip around the eyes three or four times a year to avoid wool-blindness. Otherwise they were a very acceptable type of ewe.

(vi) *Leicester X Shropshire Cross (likely the best cross)*

While the Leicester X Shropshire cross-breds did not excel in any of the points under consideration yet this cross did not have any obvious drawbacks and on the overall picture it is considered to be, of all the crosses tested to date, the one that could best fit into an average farmer's scheme.

Note: In all the crosses above, the breed of the ram is given first.

Rams Make a Difference

The lambs, from cross-bred ewes, sired by Suffolk rams made excellent gains being 12 to 15 per cent better than the others in this respect. They were heavier when marketed but the carcass grades were inferior to those of the Southdown-sired lambs. On the other hand many of the latter lambs were noted as carrying sufficient finish at too light a weight and from then on made slow gains. The lambs sired by the Shropshire rams were intermediate in most respects although they made a relatively poor showing in regard to the percentage of "A" grade carcasses marketed.

Conclusion

Editor's Note:

Canada, it would seem, could support an expanded sheep-raising industry. To accomplish this, owners of the relatively small flocks of domestic sheep will need to be encouraged.

The trials have proved that domestic sheep have high lambing percentages, lamb gains and carcass quality. Western ewes have excelled in wool production, hardiness and longevity. In almost all characteristics cross-bred ewes, whether western or eastern, were better than their straight bred counterparts.

Despite the encouraging findings of the trials, we cannot hope for much expansion in the industry until a well-planned program is initiated. High quality cross-bred ewes will have to be readily available to flock owners at reasonable cost. Is this a field of action for interested sheep owners?

Assistant to Director Appointed by the Adult Education Service

Marianne Bossen, a new Canadian from Holland who came to Canada in the fall of 1951, has been appointed assistant to H.R.C. Avison, Director of the Adult Education Service at Macdonald College.

In her new position, Miss Bossen will assist directly in the organization and the administration of all phases of the work. The activities of the Adult Education Service are fairly well confined to working in and through those farm and rural organizations that already exist in the community.

It is the policy of the Service not to run programs of its own except on the College campus. Camp Laquemac is the only exception to this. It is a 10-day, bilingual, summer camp for adult educators and community leaders, sponsored jointly by the College and Laval University.

The Service maintains effective working relationships with Quebec Farm Forum Association, Quebec Women's Institutes, and the Quebec Council of Community Programs. It provides services and assists in Leadership Forums and other locally sponsored events.



Marianne Bossen brings wide experience with her to her new job. She is a trained nurse and has held administrative posts in hospitals in Ontario and Quebec. She studied industrial relations at McGill University and, for a time, served as secretary of its Industrial Relations Centre. In Holland, Miss Bossen served for five years as an industrial social worker and personnel manager of a factory employing 1000 workers.

Miss Bossen replaces Mrs. Alex Cameron (née Roberta Ridley) of Sawyerville who was secretary-librarian in charge of the Service's Information Centre.

The Journal welcomes Marianne Bossen to Macdonald College and takes this opportunity to introduce her to our readers.



DEPARTMENT OF AGRICULTURE

*Activities, Plans and Policies of the Quebec
Department of Agriculture*

Quebec Fair Up To Standard

Cheese was in the limelight at the Quebec Fair, insofar as the displays of the Department of Agriculture were concerned. The entire Agriculture building was given over to booths wherein were displayed samples of the many different kinds of cheese produced in Quebec, either by private companies such as Kraft, by co-operative or by individual cheese factories that have established brand names. The display of the Department itself featured the various ways by which inspectors keep close watch on the quality of the product turned out, with samples of all the devices used to sample and test cheese and the milk from which it is made.

All the exhibits were judged for their attractiveness and interest to the public, as well as for the quality of the cheese displayed. Champlain Cheese Inc. of Grondines won the top prize for general quality and second place for their booth, first prize in this division going to Dalpé & Frères of Maskinongé along with second prize for quality.

The Benedictine Fathers of St. Benoit du Lac had first prize for packaging and third for quality and for the booth decoration. Others exhibiting were the Co-operative of Notre Dame in Drummond County, the Co-operative Federee, Kraft Foods, the St. Germain de Grantham Co-operative and the Laiterie Sanitaire of l'Épiphanie.

Another interesting exhibit staged by the Department was one showing the many newer varieties of vegetables that are being tested in different parts of the province to discover their value for our conditions: cabbage, tomato, onion, pepper, sweet corn and a host of others. Beside this was an excellent display of vegetables in the more popular consumer packs, mostly in transparent bags. The Poultry Division always has a lot of people around its display, for live chicks and ducklings always manage to attract a crowd. Those who stopped long enough could see, on illuminated panels on the wall, maps showing the location of private and co-operative hatcheries and grading stations in the province.

Quebec Fair always has a theme; this year it was "Homage to the Farm Wife". And the farm wife who visited the industrial displays would find much of interest to her; from television sets for the living room to ranges for the kitchen, displayed by Quebec merchants, handicraft studios, wood carvers and a host of others. For everyone bent on amusement there were the huge Midway and

the horse races, though some of these had to be cancelled or postponed due to bad weather on a couple of days.

For the farmer needing or wanting equipment, almost all the space immediately in front of the main building was taken up with displays of farm machinery of all colours, shapes and sizes; nothing startlingly new in design, but all of interest to the man who is looking for something to make his work easier. A councilman from a small town might have been interested in the exhibit of fire-fighting equipment; or in the road-making and maintenance machines. Much interest was evident around the booths where agents for mechanical saws were demonstrating what their product could do. As always, there was something for everybody at this, the largest fair in the province, and the crowds seemed interested in it all.

Livestock

Quebec has a beautiful arena building in which to hold its livestock shows. The huge floor space is surrounded on almost three sides by comfortable seats, and the mezzanine is given over to the poultry and small animal exhibits, along with the displays of cut flowers. Under the seats, in the passageway running around the walls of the building, are booths for the display of fruits and vegetables, maple sugar and syrup, honey, apples, and other horticultural products, with a few of the booths taken up by manufacturers or industrial concerns.



These "new policy" lambs brought 44¢ a pound from the butcher. They are one of seven lots brought to the fair by Rimouski breeders, who have been following out the government's policy since it was established four years ago.

All livestock judging, except for the sheep and hogs, goes on in this building. Classes are clearly announced as they enter and spectators are kept well informed of all results as soon as a particular class has been judged. This, together with the excellent programmes that are distributed, make it easy to follow the judging, and there is seldom a lack of spectators while judging is going on. The livestock parade attracted a large number of interested onlookers.

Excellent Sheep Show

This was probably the best sheep show ever staged at Quebec, with 260 head, including market lambs, representing the better flocks of all the popular breeds. North Country Cheviots were exhibited by Normand Champagne of Berthierville, Slack Bros. of Waterloo and Azellus Lavallee of Berthierville. Lavallee's flock was judged best, and he showed the champion ewe, with Champagne taking the ribbon for the champion ram. Slack Bros. had the best ram lamb and ewe lamb, and had the reserve champion ewe. In Southdowns, Slack Bros.



Part of the large exhibit of farm implements which filled the open space in front of the main buildings of the Quebec Fair ground.

were the only exhibitors, and they also took all the group prizes in the Cheviot and Suffolk classes, as well as the championships.

Five exhibitors were out with Leicesters, with L. P. McCarthy of St. Augustin and Lauréat Couture of Loretteville fighting it out in all the classes, with the bulk of the prizes going to McCarthy entries.

J. M. Grenier of Yamachiche had the best flock of Oxfords, in the judge's opinion; he won the group classes and showed the champions, with reserve champion ram being an entry of Rosario Garceau of St. Barnabe North who had not given much competition in the other classes.

Slack Bros. with their Hampshires took the ribbons in competition with A. Lavallee, F. Montminy, Charles Milot and Normand Champagne.

Of interest to sheep men was a shipment of 35 market lambs from the Rimouski area, the first sizeable lot of market lambs resulting from the new sheep breeding programme introduced by the Department of Agriculture into Quebec some four years ago, which involves the breeding of half-breed ewes (Border Leicesters x North Country Cheviots) to black-face rams to produce a crop of market lambs. There was a special class for these lambs, with prizes for the best pen of five. The lambs were sold later to the Lagrade Abbatoir and brought 44¢ per pound.

One breed of hogs

Only Yorkshire classes were brought to the exhibition, but there were entries from ten exhibitors. Honours in the individual classes were well distributed among all those showing; O. A. Fowler of Kingsbury was well up in many, and had the reserve sow and boar. The grand championship for boars went to P. E. Girard, Ste. Rosalie, and the champion sow was shown by Albani Sylvestre of Clairvaux.

More horses than usual

Horses to the number of 144 were out for Pierre Labrecque to judge, and fine specimens they were to delight the hearts of those who crowded around to watch the judging. Clydesdales were shown by Gilbert Arnold of Grenville and John Heatlie of Brownsburg, the latter having Ogdensburg Solitaire as grand champion stallion and Joyce Herminine for the champion mare, while Arnold entries stood at the top in many of the other classes.

A feature of the Percheron show was the excellent classes of mares, particularly those shown by a group of breeders from the Lake St. John area. Gilbert Arnold's males took all their classes, the championship on Arnold-wold Jocelyth, and the progeny classes as well as three of the female classes. The grand champion mare was Princess Mireille for Osias Tremblay of St. Bruno and Belle Hero was reserve for Charles Desbiens of the same place.

Canadian horses were shown by Arnold, L. A. Sylvestre, Lucien Desmarais, Alfred Meunier, Marcel Sylvestre and J. Norman McCartney. Arnold had Ste. Anne Prince for champion stallion and Ernest Sylvestre showed the champion mare, Mignonne de la Victoire. Arnold also had the tops in five of the individual classes and had both first and second prizes for progeny of sire.

In Belgians, it was Arnold entries again that stood up well in competition, taking the stallion championship and the reserve mare championship, as well as the get of sire class and four individual classes. Couture Bros. had the grand champion mare, La Trappe Ida 2nd and the General Hospital, Quebec, had the reserve stallion. Other tops in various classes went to Edmond Proteau, A. Meunier, and J. P. Lizotte.

Dairy Cattle



The livestock parade was watched by large crowds.

There has been a great improvement in type among Canadian cattle of late years, and this was evident at the show of this breed, which brought out the largest exhibit of dairy cattle this year. The championship awards were distributed among four exhibitors, with the Deschambault Farm School taking the bulk of them — the grand and reserve grand and the reserve junior championships in females and the reserve grand male championship. The School entries also won the senior and junior herd prizes, and that for the junior get of sire. The grand champion male was shown by Albani Nichols of La Présentation who also had the other two group prizes. O. A. Fowler had the reserve junior male and the junior female, and L. A. Sylvestre the junior male champion. One or another of the exhibitors mentioned topped their classes all through the judging.

J. G. Wilson's Ayrshires came from their home stable at St. Valentin to dominate their classes, particularly the females. Six of the fourteen individual classes were topped by Wilson entries and they placed second in two others. In the championship classes they brought in the ribbons for the grand champion female, the junior male, and both reserve juniors. The junior herd and the junior get of sire also went to the Wilson herd.

Quebec's General Hospital herd was headed by Des Ilets Eclair, made grand champion, and the herd took the progeny of dam class and topped three individual classes.

The junior male champion came from the Couvent du Bon Pasteur at Ste. Foy, and Levis College supplied the two reserve grand champions as well as the senior get of sire and the senior herd. Frs. Montminy and J. P. Legace also figured in the judging in one class each.

Among the Holsteins, the battle was between W. K. MacLeod of Disraeli and Lionel Baril of Princeville. Other exhibitors were the Hotel Dieu of Quebec, the Hospice St. Joseph of Lauzon, Hospice St. Charles of Cap Rouge, Albert Pepin on Warwick and Raymond Lemieux of Arthabaska.

In the bull championship class, youth came to the fore

when MacLeod's two-year old Raymondale Carnation Northman was finally adjudged grand champion, with Baril's Raymondale Dino B in reserve. MacLeod also showed the junior male champion, the junior female, and won the junior herd class.

Baril's entries took the other championships and group classes with the exception of the senior get of sire which went to the Hotel Dieu, and the progeny of dam, which was taken by Lemieux. These four exhibitors were the only ones to top classes.

Jerseys were shown by three exhibitors: A. & E. Couture of St. Augustin, Couture Bros. of St. Prosper and J. P. Dubuc of Douville. The Dubuc entries took the major awards, with his Merry Monarch Royal being made junior and grand champion male, and Bonne Favorite grand champion female. A. & E. Couture had Sultan Gem for reserve junior male, and Couture Bros. showed Perfondale Printanière for reserve junior female, and Sporting Pamela as reserve grand. Dubuc won all the group classes except the progeny of dam which went to A. & E. Couture; but in this class Dubuc took a second and a fifth.

Two herds of dual purpose Shorthorns, those of Mrs. Peter Williamson and C. N. Abbott. The Williamson entries stood first in the bull classes; Brearob Saltpan 2nd was junior champion and the grand championship ribbon went to Elsie's Klondyke. The reserves went to Mr. Abbott, who had Semper Trenam for reserve junior and Semper Almer Wild Eyes, an aged bull, as reserve grand.

The tables were reversed in the female classes, where the Abbott entries took the lion's share of the awards, with wins in most of the individual classes. Semper Wild Eyes Katia which stood first in the class for mature cows went on to the grand championship. Reserve went to Mrs. Williamson on B. Roan Duchess K. Mrs. Williamson also saw her animals bring in the prizes in all the group classes except in the progeny of dam.



The booth of the Department of Agriculture stressed activities of the dairy division.

Exhibition Week At Sherbrooke

Sherbrooke's sixty-ninth fair will probably be remembered not so much for the quality and quantity of the exhibits that were on show, but for the beating the grounds took from hurricane Carol. The Tuesday wind and rain storm buttoned everything up tight; the Midway was deserted, the grandstand show was cancelled, and even the exhibitors had a hard time of it leading their animals the short distance between the barns and the Arena judging ring. However, just to make everything balance, some of the days brought ideal fair weather, and on the whole the fair was its usual success.

As a matter of fact, from the important livestock angle, it really was "bigger and better", for the livestock quarters were filled, and temporary quarters had to be hastily provided to make room for an overflow of poultry exhibits that couldn't be housed in the regular cages in the Poultry Building.

Sherbrooke remains primarily a farmers' show, with considerable emphasis on junior work, but in the Industrial Building the local merchants take full advantage of the opportunity to display their wares in admirably prepared booths. There always used to be an automobile show of fairly large proportions, but this has been done away with, except for one exhibit, and the space formerly occupied by cars and trucks has provided space for 26 additional booths, all of which were filled.

Part of the space in this building was used by the Quebec Department of Agriculture for a three-dimensional display on the importance of conservation of natural resources, highlighted by an excellent display of stuffed native birds. The Department of Mines also had space in the building to explain the workings of asbestos mines, and Lands and Forests had its usual lively display on the subject of forest protection against fire.

The character of the displays of furniture and appliance firms has changed in the past few years, for nowadays the emphasis seems to be on television sets. One firm had placed a television camera in the middle of its booth, and anyone approaching the display saw himself suddenly appear on the screens of the various television sets in this and in adjoining booths; as an attention-getter, this idea worked well and the booth had a large crowd before it whenever the camera was in operation. On the grounds were the usual displays of farm machinery, mechanical saws and so forth, all receiving their quota of attention and interest.

While the weather didn't co-operate with the directors' hopes for the largest crowd ever for the whole fair, the opening day admissions were away above usual, with 24,700 people paying their way into the grounds; a gain of almost 4,000 over the opening day last year. The grandstand show, one of the best ever presented at Sherbrooke, drew record crowds for each performance,



The Midway was packed on children's day.

making up for the Tuesday of the storm when no performances could be given. And to make up for the bad weather, the fair management held a second children's day when the small fry could visit the Midway rides at a reduced rate, through there was no free admission as there is for the regular youngsters' day on the Monday.

Rain and a muddy track interfered, too, with the traditional livestock parades, but a single mammoth parade on the Thursday made up in some measure for the lack of any parade on Wednesday. Led as usual by W. G. MacDougall and V. R. Beattie, the cattle parade gave fair-goers a chance to see some of Eastern Canada's finest animals. The public could, of course, have seen them at closer range in the judging arena, but spectator attendance there is always poor, and this year was no exception, though it was about the only place of refuge from the rain on Tuesday.

W. K. MacLeod of Disraeli once more took home the Conklin Trophy for the best display in the parade; his animals also won the St. Francis Holstein Club prizes for the best display of Holsteins at the show. He dresses his handlers in white shorts, tartan shawls and caps, and their smart appearance as they lead the animals along pleases the audience mightily.

The horse parade held earlier in the day was led by Nancy Nichol and Eileen Morgan, mounted, and featured Belgians, Clydesdales, Percherons and teams. Edmond Proteau's Belgians won the trophy for the best display here.

Livestock Show

A few of the herds one is used to seeing year after year were missing: Mrs. Virgin's Jerseys and Marshall Miller's Holsteins, for example, were not out. On the other hand, there were some newcomers: Stuart Webster with Jerseys, and Ovila Nadeau of Waterville, Bob Smith of Waterville and Allan Dowbiggin of Austin with

Holsteins. Junior breeders were out in force with just over 100 calves, all in good shape for showing, and the club members themselves made a good impression with their neat appearance and evident interest in their work. As for the sheep and swine shows, they were well worth seeing.

Holsteins, which faded away last year, came out in slightly larger numbers this time, but there were fewer Ayrshires and Canadians than last year. In total, however, livestock entries were almost the same as in 1953, as the table below shows.

	1954	1953
Jerseys	105	104
Holsteins	97	58
Ayrshires	85	99
Guernseys	45	45
Canadians	30	53

Pierre Veillon's Jerseys repaid their owner's care and attention by standing first in most of their classes, and winning the ribbons for the two reserve championship in the bull classes, the championships in the female classes and the two junior group classes. J. L. Dion had the two reserve championships in the female classes and took the senior get of sire class. Mrs. Speyer showed the junior bull champion and had the progeny of dam class, while the senior and grand champion bull was L. S. Webster's Pinetree Spotlight Model.

MacLeod entries dominated the Holstein show with a total of 13 firsts. John Beerwort had the reserve senior and grand champion bull and the senior get of sire; Ovilla Nadeau the reserve junior bull, L. Dominique the reserve junior female and P. Pepin the progeny of dam class. MacLeod took all the other major awards.

The Ayrshires from the herd of Mount Bros of Brome provided both the male and female senior grand champions, the reserve junior bull and took the prize for the senior herd. D. Johnston of Stanstead was another heavy winner with the reserve senior and grand female and the junior female champions, the progeny of dam, junior herd



Judge John McCaig gives a last look over his line-up of junior Ayrshire calves.

and junior get of sire. The reserve senior and grand champion bull was shown by L. Davis.

J. Johnston of Massawippi had the junior bull champion and R. Beaudry of Granby the reserve junior female. Senior get of sire went to A. B. Lyster.

Floyd Sanborn and P. M. Fox were showing Guernseys; the reserve senior and reserve junior championships in the bull classes and the reserve junior in the female classes went to Sanborn, along with the progeny of dam and the junior get; Fox took the others.

There were three herds of Canadians, but O. A. Fowler dominated all the classes and took all the major awards.

In the sheep show (which was a good big one) Slack Bros. took the major proportion of the awards winning a total of 29 firsts in five breeds. In Hampshires and in Cheviots they split top honours with H. V. Burns and F. R. Pattison respectively.

N. G. Bennett of Bury won 16 firsts in two breeds, Oxfords and North Cheviots. A Nadeau of Princeville led the Leicester judging with five firsts and both championships.

On To Toronto

A lot of hard work during the summer is put to the test during the week of the Sherbrooke Fair, for it is here that winning judging teams from clubs all over the province come together to fight it out in the finals to determine which team will represent Quebec in the national judging contest held at Toronto during the Royal Winter Fair.

Contests were held in dairy cattle, sheep, and hog judging, with the largest number of competitors in the first event. Twenty teams of two members each placed classes of dairy cattle of four breeds, and supported their placings later by explaining to a panel of examiners just why they had placed their animals in the order they did. A short oral examination on farming practice is also part of the contest.

In first place when it was all over was the Lachute team of John Oswald and Wenneth McOuat, who had come within a whisker of winning last year. McOuat with 517 points was the high aggregate winner, and his score plus that of his partner gave the team a score of 1020. But the Shawville team of Elwood Hodgins and George Pirie was close behind them with 1010, and in third place was a team from St. Barnabe South, Jean Luc Fontaine and Guy Rodier with 979. In fourth place were Jack Ride and Wendell Connor from Hatley with 973.

There were only three hog judging teams and the winners here were Lin Auger and André Lemay of Ste. Emelie, followed by Honfleur's Lionel and Robert Dion, with Medard Couturier and Rosaire Belzil of Amqui in third place.

Cécile Melançon and Claudette Levesque of Ste. Anne du Lac placed first of the two sheep judging teams, with Maurice and Bernard Bisson of St. Claude trailing.

Besides the judging contests, which usually get the most publicity, there are two other activities for juniors at the Sherbrooke Show. One is the calf show and showmanship contest, which this year saw over 100 animals on parade. As the animals are paraded before the judge in the different classes, careful notes are being taken by a committee of experts as to how each of the young contestants handles himself and his animal and showmanship prizes are awarded at the end of the contest. The senior showman this year is Yvan Paquette of Granby and the junior prize (for those under 16) went to Norman Pare of Waterville.

In the calf classes, top placings in the various divisions went to the following: Holsteins, G. Langlais, La Patrie and N. Nadeau, Waterville. Ayrshires, R. Beaudry, Granby and Joan Johnston, Hatley. Jerseys, Hilton Driver, Richmond and Lois Pope, Hatley. Guernseys, Arthur Reynolds, Shirley Reynolds, Brome. Grade Holsteins, Linn Lorgrave, Sawyerville. Grade Ayrshires, V. Bolduc, St. Jacques. Prizes for groups shown by clubs went to Windsor Mills for Holsteins, Granby for Ayrshires and Hatley for Jerseys.

The second event is the series of oral examinations through which are awarded the scholarships offered by the French-language farm paper, *Le Bulletin des Agriculteurs*. Though not strictly a Fair activity this contest gives the 4-H members a chance to win four scholarships which will pay their tuition and room and board for a two-year course in any agricultural or home economics school in Quebec. Winners of the two agricultural scholarships this year were Jacques Dion and Denis Poirier of St. Pie, both of whom showed, in their answers to the rather difficult examination, that they have a good grasp of farming practices, and know something about farm organizations that exist in Quebec. The two girls who will study home economics are Suzanne Lefebvre of La Baie du Febvre and Pricille Lemay of St. Edouard.

The Gold Medal Farmer

In 1888, when Abel Verreault was seven years old, his father moved his family to St. Jean Vianney de Shipshaw and there began to carve a farm out of the bush. He settled on a 100-acre lot of which but six acres had been cleared; at the end of twenty-five years, when young Abel married and took over the farm, it was still only half cultivable. Years of hard but rewarding work followed, during which young Abel and his wife continued to enlarge their property and raise a family of twelve children, of whom ten are still living; the boys all securely established on farms of their own, the girls all married to farmers in the district. By 1932 he had all the original 100 acres under cultivation, so he acquired a second 100-acre lot and commenced his programme of clearing all over again.

Today, at the age of seventy-three, he proudly wears the Gold Medal of the Order of Agricultural Merit: in this year's competition his farm scored 908½ points to place first among the twenty farms entered in the 1954 edition of Quebec's unique contest.

In citing him for his decoration at the traditional Merit Agricole banquet held during fair week at Quebec, Minister of Agriculture Barré was almost at a loss to find words with which to describe his achievement, in literally building up his farm inch by inch, during a lifetime of frugal living and backbreaking work. As Mr. Barré pointed out, there are many farmers in Quebec, but there are not too many really good farmers, and all of them could find much to emulate in studying Mr. Verreault's career. His devotion to farming, which is proved by the success he has achieved, and his love of the land, which he has passed on to his children, not one of whom has left the farming profession to seek a different life elsewhere, should serve as an inspiration to farmers everywhere.

They Carry Quebec's Colours to Toronto



These are the winning judging teams that will compete in the national contests next month. Reading from the left: the dairy cattle team of Kenneth McQuat and John Oswald, with their club leader Ross Oswald. In the centre picture are Cécile Melançon and Claudette Levesque, the winning sheep team and with them is their trainer, Camille Bouchard. The last photo shows the hog team of Lin Auger and André Lemay with agronome Gérard Labissionière. Mr. J. P. Fleury, Federal 4-H fieldman, appears in all three photos.



During the banquet Premier Duplessis chatted animatedly with the Gold Medallist, Abel Verreault.

The Gold Medal was presented by Premier Duplessis, who took advantage of the occasion to point out that farms and farmers are the province's bulwark against trouble. He decried sales of good farming land for immediate capital gain; cash in the bank is a good thing to have, but it has a habit of getting spent, whereas a farm property is a permanent asset. Good farms and progressive farmers are essential to the prosperity of the province and to the maintenance of our traditions of good living.

Second in the Gold Medal section of the competition came Ernest Dugas of Nouvelle West in Bonaventure County, eight points behind the winner, and in third place, a mere half point behind Dugas, came Philippe Castonguay of Baie des Sables. In the section reserved for non-professional farmers there were three entries only, and Joseph Trudel, of St. Irene in Charlevoix County, a road contractor by profession and a farmer by vocation, placed first with a score of 933½. Half a point behind was the Hotel Dieu farm at St. Vallier in Chicoutimi County, with the Hopital Notre Dame de la Garde at Cap aux Meules, Iles de la Madeleine, in third place.

Leading the twenty-six contestants for silver medals came Paul Potvin of Metabetchouan, Lake St. John, and in the bronze medal section, where there were forty entrants, first place went to Lucien Rioux of St. Simon, Rimouski.

The banquet at which these awards were presented was attended by all the contestants who could make the trip, their agronomes, members of parliament and Cabinet Ministers, high officials of the Church and officers of the Quebec Department of Agriculture.

Quebec Names Two Kings

Quebec Province names three leaders of agriculture each year: the Gold Medal farmer, whose story appears elsewhere in this issue, and a Honey King and a Maple

Products King. Exhibitors of these products who have won in local competitions are invited to send samples to the Quebec Fair for a provincial title.

Pierre Moise Masson of St. Maurice de Champlain wears the honey crown this year, for the second time since this contest was organized.

On the maple products throne is Albin Cousineau of Ste. Scholastique, whose exhibit of sugar and syrup was considered to be the best of the 25 that were entered.

Awards were presented at a reception held during fair week with Mr. J. H. Lavoie, chief of the Horticulture Division, as master of ceremonies and with Senator Cyrille Vaillancourt as guest, along with various officers of the Department of Agriculture.

Junior Work Featured

Nine clubs were entered for junior events at Quebec this year, which comprised showmanship contests, judging competitions, a calf show, and inter-club competitions where each club entered a group of three animals. In the latter section the club from St. Gilles triumphed over all others, with Honfleur and St. Agapit in second and third place.

There were 54 calves in the show, entered by clubs from Armagh, Bellechasse, Honfleur, Dosquet, St. Gilles, East Broughton, Ste. Anne de Beaupré and St. Agapit, comprising purebred and grade Holsteins and Ayrshires, and Shorthorns.

Young Maurice Montminy, who is the secretary of the St. Gilles club, was the outstanding performer. He showed the best purebred Ayrshire calf, and won the judging and the showmanship contests, while his sister Pauline showed the best grade Ayrshire. Claudette Laliberté of the Honfleur club took the top prize for purebred Holsteins, and J. R. Dion, of the same club, led with grades. Grade Shorthorns were topped by B. Gagnon of Armagh.



Minister of Agriculture Barre presents the medal to Ernest Dugas, who came second in the Gold Medal contest.

The Provincial Dairy School Opens

Quebec was the first province in Canada, and perhaps the first place in North America, to organize formal courses in butter and cheese making. Over 70 years ago, in 1881, to be exact, a group of young men came together in a cheese factory owned by Messrs. J. C. Chapais and D. Rossignol, at St. Denis in Kamouraska county, to learn at first hand how to make cheese. A year later, in a butter factory at Ste. Marie de Beauce, where Lt. Col. H. J. J. Duchesnay had set up the first cream separator ever to be imported into America, a similar group met to learn the secrets of making butter. From these small beginnings has grown the highly efficient Provincial Dairy School at St. Hyacinthe.

A great deal of the credit for this growth in dairy instruction must go to the Quebec Dairy Industry Society. The Society was organized in 1882, and its members lost no time in getting to work on finding ways and means of being of most help to the dairy industry in the province. It was realized from the start that proper training of butter and cheese makers was one important starting point in any programme of improvement of the quality of butter and cheese, and the Society continued the work started the year before by those who had organized the first courses. Teams of instructors took travelling schools to St. Hyacinthe, St. Hughes, Notre Dame de Laterrière and several other points in that first year, and these travelling school were continued until a permanent Dairy School was organized by the Society in 1892.

Construction of the School began at St. Hyacinthe on September 9, 1892, financed by a grant of \$2000 from the Provincial Government and a loan of \$5000 and a gift of land by the Seminary of St. Hyacinthe, and on the 1st of January, 1893, the first students were enrolled. Dr. Robertson, the Federal Dairy Commissioner (later to become the first Principal of Macdonald College), undertook to give instruction to English-speaking students, and the other members of the first staff included J. C. Chapais (who later was named Associate Federal Dairy Commissioner), J. de L. Taché, Secretary of the Quebec Dairy Industry Society, M. MacFarlane, Elie Bourbeau, and J. B. Leclerc, with Mgr. Choquette of the Seminary at St. Hyacinthe in charge of the courses in chemistry and bacteriology.

The staff of the School, not content with merely passing on information already known to them, soon set up a series of experiments on the various problems of milk handling, thus becoming an experimental station. The School is credited with an important role in the application of scientific principles to dairying in Quebec, and it

ranks with any similar establishment either in Canada or in the United States.

Student enrollment soon forced the School to seek larger quarters, and the present building at the western end of the city of St. Hyacinthe was constructed by the provincial government in 1905; at the same time, the School passed to the control of the government.

During its first 35 years of existence, the courses were given by members of the staff of the Federal Dairy Division, with the help of the better qualified members of the Quebec Dairy Society, with Professor Robertson in charge. Later, instructors were provided by the Dairy Division of the Quebec Department of Agriculture.

About 1925, the Provincial Department of Agriculture inaugurated a policy of providing bursaries to enable holders of degrees in agricultural science to take advanced studies in dairy technology. In addition to course work at the School, these students are required to work for a certain length of time in some dairy establishment, so that they may obtain practical experience to round out their theoretical instruction. Since these courses started, more than 100 bursaries have been awarded, and many graduates are holding posts of responsibility in the dairy industry.

The School has a highly qualified staff, under the direction of Dr. H. L. Berard, and offers courses which cover all phases of dairying. And with the completion of additional facilities recently, it is now equipped for effective instructional and investigational work on all branches of dairying.

The 1954-55 session got under way on October 2nd with the courses for dairy technicians, which will run until 31st of March. Other courses scheduled for the session are:

Testing of dairy products: November 2 to 15; January 10 to 22; February 21 to March 5. The last course will be given in English.

Short courses: fluid milk handling, November 15 to December 11; casein manufacture, February 16 and 17; butter making, January 24 to February 19; cheese making, March 7 to April 2; ice cream making, March 7 to 19.

There will also be special courses of a week's duration each; on concentrated products, December 13 to 18, and on ice cream making, from March 21 to 26.

Hitch-Hiking Insects . . .

Fresh fruits and vegetables are imported into Canada by truck in considerable volume from the southeastern areas of the United States during the late spring and early summer. As an example of insect hitch-hikers on produce of this nature, an inspector attached to the Niagara Falls office of the Plant Protection Division, Canada Department of Agriculture, while making a routine examination of plant product imports on a 3-ton truck load of potatoes from one of the mid-Atlantic States collected the following insects: one Japanese beetle, one Scarabid beetle, one wharf borer, two Carabid ground beetles, one Soldier beetle and one Oriental cockroach. All were alive when found except the Japanese beetle.

Similar hitch-hiking insects are found in imports coming by ship or rail. An importation of about 37,000 bags of peanuts arrived in Montreal by ship from India this summer. An inspection by members of the Montreal staff of the Plant Protection Division revealed the presence of the following stored product insects: Dried Fruit, Cadelle, Red Flour, Confused Flour, saw-toothed Grain and the Red-legged Ham beetles as well as the Almond and Indian Meal moths. Due to the heavy infestation, treatment under the supervision of an inspector was required.

Recently a complete cargo of corn from Africa was found to contain a variety of insect species in large numbers and had to be fumigated before it could be released for distribution.

What happens when a destructive insect gets away from its natural controls was demonstrated in the army worm outbreak in Eastern Canada this year. The losses in crop and the labour and cost of applying artificial controls in this one outbreak indicate the value of maintaining highly trained inspectors to watch all avenues by which new plant pests or diseases might gain entry.

Feed

MASTER FEEDS

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It's Results that count!

544

Meat Business Not All Gravy

The results of a test conducted in Calgary last year by the Council of Canadian Beef Producers (Western Section) are interesting for the information they give on the market spread in beef. A 1090 pound steer sold through the Calgary yards on Novem-

ber 16, at \$18.20 per 100 pounds was followed through to the retail counter. These are the salient details:

Cost to packer,		
1090 pounds		
at \$18.20	198.38	
Packer's recovery		
from by-products..	7.70	190.68
Return from 591		
pound beef carcass		
(chilled weight)		
at 33½¢		197.99
Retailer's return		
from 516 pounds		
of retail cuts		215.56

The carcass produced 125½ pounds of steaks, 200½ pounds of roasts, 190 pounds of stewing, boiling and grinding beef, and 75 pounds of bones, fat, and cutting loss.

Retail prices at the time of the test were: sirloin tips, 69¢; steaks, 59¢; prime ribs, 55¢; blade roast, 49¢; round bone roasts, 39¢; boneless stewing meat, 49¢; boiling beef and ground beef 19¢.

The warm dressed weight of the steer was 611 pounds, the difference between this and the live weight being accounted for by 51 pounds of edible offals and 428 pounds of inedible by-products, including stomach and intestinal contents.

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Money Order

SAFE FAST SURE

FOR SALE AT ALL CANADIAN NATIONAL RAILWAYS STATIONS AND EXPRESS OFFICES

Eight Million U.S. Families In Debt Through Sickness

Health care costs put eight million United States families, or 16 per cent of the national total, in debt every year. The average family debt is 137.

These figures were revealed in a study published recently by the Health Information Foundation. Illness, the study noted, was costing U.S. families some \$10.2 billion a year.

Other facts brought out in the University of Chicago study showed that as of July, 1953, the 8 million families were \$1.1 billion in debt for illness costs. Of this \$900 million was for direct costs for treatment, the rest was owed to loan firms and individuals for money borrowed to pay for illness. Of the 8 million, about 1 million owed \$195 or more.

Although 89.5 million persons are covered by some form of health insurance, this met only 15% of the total cost of illness during the year.

The survey showed more than 87 million persons have some hospital insurance, and 74 million have some surgical coverage, but only 4% of those having surgical or medical insurance are covered by "substantially complete physicians' services."

Of families with income under \$3,000 a year, 59% have no coverage of any kind; in the \$3,000-\$5,000 bracket, this drops to 29%, and for \$5,000 and above it is 20%.

The \$10.2 billion illness bill does not include the \$1.8 billion spent for medical and dental services by local, state and federal government agencies such as welfare departments, workmen's compensation, Veterans' Administration, and private charity.

While the average charge for all personal health services was about \$205 per family, 3.5 million families had charges of more than \$495; half the families had charges of 4.1% of their income; about 1 million families had charges equal to or exceeding half their income. Of these, 500,000 families had charges of 100% or more of their income.

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WHEN YOU WEAR...**



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Weatherseal
RUBBERS**

- EXTRA PROTECTION
- EXTRA HEAVY WEAR
- EXTRA EASY COMFORT
- EXTRA ECONOMY AND VALUE



THE MINER RUBBER COMPANY LIMITED

Fat Hogs Will Not Pay

Hog prices late this fall will be based on American demands for our top quality pork products. United States buyers have warned Canadian exporters that they are not interested in buying fat hogs. They already raise plenty of that kind in their own country.

Hog marketing from October to December are expected to run about 25 percent above normal domestic requirements. This surplus means we will have to export the balance to the American market. Latest estimates indicate that only one out of four hogs marketed in Canada makes grade A carcass quality. It is this quality

that the American buyer looks for. At present over 40 percent of our hogs grade B1.

Lean carcasses supply the pork cuts now demanded by modern consumers. Only hog producers can bring about the desired improvements in quality. Hog feeding trials at Macdonald College show that lean carcasses can be produced by lightening up the finishing ration. Feeder hogs from 100 to 125 pounds in weight can be fed a finishing ration made up of 25 pounds of bran or alfalfa meal added to 16 percent "Hog Grower". Satisfactory carcass quality is also obtained when the finishing ration is made up of coarse ground home grown grains mixed half and half with 16 percent "Hog Grower" or 90 pounds to 10 with commercial "Hog Concentrate".

Lime—The Key to Better Soil

Any month of the year is the right month in which to apply lime—the important thing is to get it on the land. Of course, if it is applied a few months in advance of the growing season, that year's crop can get some benefit from its application. However, the return from lime continues over many years and, so, its value is not always as apparent, or as quickly seen, as is the response from chemical fertilizers.

Experts—if there are such people—maintain that only about 25 per cent of the land requiring lime is getting as much as it should have. And this in spite of the fact that experimental evidence collected at the Agricultural College, at Truro, the Experimental Farms at Nappan and Kentville, and at the various illustration stations in the Province, reveal that the purchase of limestone is one of the best investments which a farmer can make. Their figures show that the return for each dollar, spent on lime for land that needs it, returns three to ten dollars in bigger yields of higher quality. And there have even been higher dollar returns than that, too.

Consider, for a moment, the following seven ways in which lime can help and then, if it is agreed that even half of the points suggested have merit, an order covering a shipment of lime for immediate delivery and distribution is certainly a step in the right direction. Here are the seven points to consider:

1.—There is no substitute for lime in correcting soil acidity.

2.—All plants need calcium and magnesium, both easily supplied by lime.

3.—Lime improves the structure of the soil and increases growth and activity of soil organisms.

4.—Green manure and other organic matter release their fertility faster when lime is plentiful.

5.—By promoting lush growth of cover crops, lime helps stop erosion, lessens weed problem.

6.—Right amount of lime increases yields and quality of all crops you use in rotations.

7.—Lime boosts efficiency of manure and commercial fertilizers for use by plants.

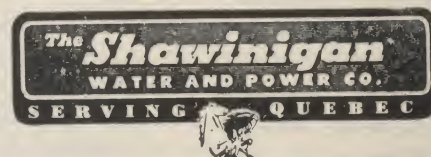


ELECTRICAL equipment on the Farm eliminates back breaking chores . . . increases production . . . and . . . cuts costs.

Take the milking machine for example—it halves your milking time, and insures hygienic handling of milk resulting in higher profits.

This is only one of the electrical aids farmers of this area use regularly to their constant advantage. There are extra profits and time savings in the Milk Cooler, the Water Heater, the Barn Cleaner, the Water Pump, the Feed Grinder, the Silo Unloader, and in many other electrical conveniences which bring higher profits while eliminating toil and trouble on your farm.

The use of electricity on the farm is growing steadily. To help farmers obtain proper and profitable use of their equipment, Shawinigan has a staff of college-trained Agricultural Advisors. You too can benefit from this free service; simply call your nearest Shawinigan office.





THE WOMEN'S INSTITUTES SECTION

*Devoted to the activities of the Quebec Institutes
and to matters of interest to them*

Think It Over Sister!

by E. C. Ossington

These are the words used by Mrs. J. E. Houck, F.W.I.C. Convenor for UN to the members of our organization in her appeal that we take a deeper interest in the welfare of the less favoured members of the Human Family of the World.

We cannot be a happy family while half of us never get enough to eat, cannot read or write and are always sick and ailing. We Canadians belong to the fortunate half who enjoy the benefits of progress and prosperity.

What are we doing about the other half of mankind who are not so lucky? Wherever is found the deepest ignorance and poverty, you will find men and women who are battling for education and progress. In India they are teaching famine-haunted peasants how to grow two blades of grass where only one had grown. In Africa, they are teaching disease-plagued people how and why they should shield their food from flies and rid their villages of mosquitoes. In Southern Europe, they are teaching new skills to landless, jobless villagers. In Latin America, they are teaching whole communities to read, write and reckon, as a means towards bettering their lives.

United Nations Educational Social and Cultural Organization calls this special kind of teaching, "Fundamental

Education", because they try to teach the fundamentals of daily life all at the same time — Health, Food, Farming, Literacy and Industrial Skills. This, of course, calls for very special teachers with special techniques.

It has been found that poverty and disease are most acute where there is the deepest ignorance and it is to these areas that UNESCO is trying to carry fundamental education. Twenty years ago, North-Central Ceylon was called the "granary of the east" and then the elaborate irrigation system was allowed to deteriorate. Jungle undergrowth quickly invaded the formerly fertile fields. Villages were abandoned as disease and poverty took over. Today, the UN and its agencies are aiding in the human and agricultural reclamation of this part of Ceylon. But this is only one of their projects.

In West Africa, the people of the Gold Coast are rapidly advancing towards self government, literacy and community development. Here, UNESCO educators recruited and trained 45 young native volunteers. After three months training, they were divided into three groups of 15 and sent out to teach literacy and self help. Wherever they work, village vies with village in building maternity clinics, water systems and community centres.

In the State of Mysore in India, over nine million



Social workers from the Mysore State Adult Education Council teach mothers hygiene, baby care, and how, in general, to improve family health and living conditions, thus bringing to formerly isolated villages techniques, methods and knowledge often lacking. Women from the villages receive instruction enabling them to start a class in their own village. This is an important part of India's program to educate and enlighten her rural population and literacy classes are held all over Mysore State. This training applies to both men and women, and is carried on by the Mysore State Adult Education Council.

Even cooking can be improved and precious vitamins retained. Here a social worker makes suggestions.

people are trying to scratch a miserable living with primitive means from worn out soil or living in the slum districts of the larger cities. Conditions were so appalling that a group of young sociology students in the University of Mysore decided that something must be done and in 1940 they started a literacy campaign, truly a stupendous task in a state where only 30% of the men and 10% of the women could read or write. The people soon proved that they desired to learn and in 1949 the Indian government recognized the Mysore Council of Adult Education and UNESCO joined with them in discussing methods of raising living standards by concerted attacks on disease, poverty and social handicaps. Help is urgently needed to provide the books, sound equipment and tools to spread the message of knowledge and hope to these forgotten people.

WE cannot pole a canoe up a jungle river or show a primitive tribe how to control malaria.

WE cannot ride a mule back into a mountain village to teach health habits to a native peasant woman.

WE cannot teach a veiled woman how to sew or teach the native alphabet but WE CAN HELP through UNESCO.

Our leaders have chosen UNICEF and UNESCO as the special UN agencies where our greatest interest would lie and where we could do the most good. The Women's Institute in three of our Provinces have expressed their willingness to help in this great task. It has been suggested that Quebec could help too. Will we make the fourth Province?

As Mrs. Houck remarks, "We should be ashamed not to have helped more and sooner. Think it over, sister!"

Rural Women's Day

Representatives of the three rural women's groups in the province, Les Cercles de Fermières, the Women's Division of the Union of Catholic Farmers and the Quebec Women's Institutes, visited the Quebec Exhibition on "Rural Women's Day" as guests of the Provincial Department of Agriculture.

Over 400 women sat down to the banquet in the evening, which was presided over by the Hon. Mr. Barré, Minister of Agriculture. Premier Duplessis and other representatives of government, church, city and executive of the three women's groups, were seated at the head table. Greetings were brought by the respective presidents, Mrs. G. E. LeBaron for the Q.W.I., and the 1st vice-president, Mrs. G. D. Harvey presented flowers to Mme. Barré on behalf of the three guest organizations.

Tribute was paid by all speakers to the important role of the rural woman in the life of this province, with Premier Duplessis ably summing up in his closing remarks.

Members from Quebec and Megantic Counties, and some of the Provincial Board made up the group of 38 from the Q.W.I. that attended this enjoyable event, an innovation at the Provincial Exhibition.

Another Record of Service



Among the women who have worked to establish Quebec Women's Institutes in this Province, Mrs. Robert S. Lipsey (née Winnifred Woodside) is well known.

When W.I. work was begun in Sherbrooke County, in 1914, the first branch was at Lennoxville. Mrs. Lipsey attended some of these meetings; but it was after Ascot Branch, first

known as the Spring Road Homemakers' Club, 1918, was formed, that she took an active part in the work.

She served as Branch President for four years, was Secretary of Sherbrooke County W.I. for several years; and from 1929 to 1936 was Secretary of the Provincial W.I.

Mrs. Lipsey is now an active member of Ascot W.I. and also works in the women's organizations of the United Church.

She is the mother of three daughters. The eldest, Dorothy, passed on in her youth. The remaining two daughters are married and there are four grand daughters.

Last year Mr. and Mrs. Lipsey celebrated the 50th anniversary of their wedding.

Members through the Province remember the unfailing kindness and courtesy and the timely counsels of Mrs. Lipsey, as she carried out her duties.



The Bidyapith at Nanjangud in Mysore State is modelled on the People's College of Denmark. Here young peasants are taught handicrafts as well as modern agricultural methods so that through trade and cottage industries the meager income obtainable by farming may be supplemented.

The Month With The W.I.

The convention is still being talked about in many of these reports, an indication of the importance attached to this event, and rightly so. The Annual Reports, which have just been distributed to all branches, one per member, will serve as a handy reference. Never have these books been ready so early. Our thanks are due the Department, where they are printed, for this prompt service.

Branches are making more use of contests in planning programs. There is a long list this time and we are giving it here. Many named were the same but even so there is quite a variety as you will see: Leaf recognition, Words starting with snow, Canadian cities, Jumbled words, A "forfeit" costume contest. Wrapping candy with gloves on, Superstitions true or false, Gladioli contest with prizes, Cookie contest, Books of pressed flowers, Handmade articles, with prizes, and ever so many just said "Word contest", not giving details. Lots of ideas here for other branches.

Argenteuil: *Arundel* plans to have films once a month under the NFB circuit and two W.I. members have been appointed to the *Arundel* Film Council with representatives of the local Farm Forum. The 1954 W.I. Scholarship of \$50 was awarded to Doreen Graham, a Grade X pupil. *Jerusalem-Bethany* had a picnic lunch and several members visited the Carillon Museum. The meeting featured a reading on the Alaskan Highway. *Lachute* had demonstration on wrapping parcels given by the Home Economics Convenor, Mrs. R. N. Wyse. A regretful "goodbye" was said to a most faithful worker, Mrs. Lamontagne. The W.I. Library is open every Friday from 3.30 to 4.30 p.m. A member, Mrs. Davidson, made \$32 during the summer giving teas. *Morin Heights* held a picnic for members and their families at the home of Mrs. Graves, Rockliff Inn. A sale of home cooking netted \$63. A day's outing, a visit to Steinberg's warehouse, is planned. *Upper-Lachute* & *East End* catered for the School Fair and Calf Club. A trip to the Experimental Farm, Parliament Buildings, and other points of interest in Ottawa was arranged.



Mrs. Armand Renaud was hostess for the Franklin Centre W.I. picnic this summer, and she is in the figured dress second from left. Mrs. Roderick Arthur sent in the photo.



Abercorn W.I. presents a life membership to a charter member, Mrs. Jennie Foley. Mrs. G. F. W. Kuhring is shown performing the ceremony.

Chat-Huntingdon: *Aubrey-Riverfield* entertained the Howick members at their annual picnic with 40 members present. Mrs. W. E. Bernhardt, the county president was guest speaker and told of the work of the W.I. in its various departments. *Dundee* made plans for the semi-annual, after an afternoon tea. A paper, "Duties of a President", was read. *Franklin Centre* enjoyed their annual picnic at the home of Mrs. E. Renaud. This was also Grandmothers' Day and prizes were given, one to Mrs. A. Renaud for having the most grandchildren and another to Mrs. J. Goldie for having the least grey hair. *Hemmingford* held their picnic at the home of Mrs. Walter Keddy, Fraser's Point. The work of the W.I. and the booth at the Ormstown Fair (an annual project of branches in this county) were discussed. *Huntingdon* also discussed this booth. At the School Fair, home baking, candy, a white elephant sale and a fish pond will be featured, and special prizes given in the adult and children's section. Mrs. Reid displayed a sample of quick cooking bread and explained how to make it. *Ormstown* had a talk by Dr. J. Davidson on "Medicine, Its Use Now and in Years Past". Members are canning vegetables for the Ormstown High School Cafeteria.



Frontier Branch has an outing in Montreal, visiting many points of interest. Here the group poses at the Wax Museum.



Eight grandmothers of Aylmer East W.I., the honoured guests at a picnic meeting. Reading left to right: Mrs. Hopkins, Mrs. Scott, Mrs. Trowssee, Mrs. Routliffe, Mrs. Wright, Mrs. Jamieson, Mrs. Farquharson, Mrs. Radmore.

Gaspé: *L'Anse-aux-Cousins* heard the report of the Leadership Training Course, given by Mrs. Guy Patterson who showed two baskets made at that time. *Sandy Beach* had as special guest, Mrs. Geary, recently arrived from Scotland. A report was read by the Citizenship convenor and it was decided to ask for a pen pal. A quiz on the Handbook was won by Mrs. Lloyd Adams. *York* voted \$10 as prize for the highest award in Arithmetic in all grades of the school. Forfeits amounting to one dollar were added to the treasury from those not able to repeat the "Ode". *Wakeham* observed Grandmothers' Day, with prizes given for the one with the most grandchildren, and the oldest and youngest grandmother. One of the grandmothers was enrolled as a new member. Aprons were exhibited, judged, prizes given, and then sold to swell funds.

Gatineau: *Aylmer East* had a panel discussion on Mental Health. Miss Muriel Allen gave a talk on the work of the St. John's Ambulance Brigade and a Home Nursing Course is to be held. A donation of \$5 was voted the Lakeview School Fair. A home cooking sale was held. *Eardley* held a picnic at Gatineau Federal District Park, with members of Beechgrove and Breckenridge Institutes as guests. Mrs. S. Robinson, Home Economics convenor, read a paper, "The Purchasing of Sheets" and Mrs. A. P. Amm read a poem, "The Bridge You Never Cross". *Kazabazua* held a bingo in aid of the School Fair. The meeting celebrated Grandmothers' Day and a reading, "Grandma's Dilemma" was enjoyed. At *Rupert* midsummer teas added about \$50 to the treasury. Prizes amounting to \$10 were given Rupert Calf Club in one class of showmanship at the School Fair, and \$129.75 was received from offerings at Memorial and Decoration Days for the benefit of the Cemetery, a special branch project. *Wright* donated \$20 to the Kazabazua School Fair. The annual picnic was held at the cottage of Mr. and Mrs. D. Stephenson for members and families. A drive for blood donors for Gatineau Memorial Hospital is being sponsored and members are knitting squares for Greece. Mrs. Douglas read an article on the Design Contest held by the CAC. *Lower Eardley* had as special speaker Mr. George Ritchie, B.A., B.Sc. The sum of \$85 has been raised for Brookside Children's Home. Two new members have been welcomed.

Mégantic: *Inverness* had short talks on children's health and completed arrangements for the School Fair.

Montcalm: *Rawdon* held a sale of work and home cooked food, also a tea, at the Rawdon Consolidated School. Proceeds will be used for the Education Fund.

Pontiac: *Bristol* observed Grandmothers' Day. Cor-sages were presented to the oldest grandmothers, Mrs. John Armstrong and Mrs. McMillan, and a gift to Mrs. Ruby Armstrong, for the most grand children. Plans were made to buy chairs for the Community Centre.

Elmside's program was under the direction of Mrs. James Campbell, based on the life and work of the Royal Mounted Police. Mrs. Pirie gave a reading, "Foot Care Pays Off", and plans were made for the School Fair. *Quyon* had as guest speaker, Dr. R. M. Hudson, who gave a talk on "Polio, Causes, Control, and Vaccine". Mrs. W. J. McLaughlin was appointed delegate to Shawville Hospital Auxiliary and cotton was brought in for the Cancer Society. *Shawville* members had a buffet supper meeting at the cottage of the president at Sand Bay, with games and contests forming the program. *Wyman* heard a talk by Mrs. Lloyd McKeen on "Lady Lawyers in Quebec". Plans were made for exhibits at Shawville and Quyon Fairs. Two evenings were spent at Pontiac Community Hospital sewing and mending articles, and \$21 was donated towards the purchase of a bolt of sheeting for the Hospital.

Richmond: *Cleveland* heard an article, "Don't Educate Your Daughter", read by the convenor of Education. A pair of hand made pillow cases was donated the branch and cotton has been sent to the Cancer Society. *Denison's Mills* voted \$4 to the Q.W.I. Service Fund. Dances were held to raise funds and a motor rug is to be sold. *Melbourne Ridge* is entertaining the county meeting. Mrs. J. Hamilton reported 16 prizes were received from the Richmond merchants for the School Fair. A donation of \$10 was sent the Q.W.I. Service Fund and \$3 were given for prizes at the Richmond County Fair. *Richmond Hill* is holding a chicken pie supper and dance and gave a party for a young couple. A sale of surprise boxes had been popular. A bazaar is planned and Mrs. H. Vigneault was appointed convenor.



Can you top this?
Sixty-five articles
made in a one week's
course at Inverness.
No wonder
Miss Hasel is proud
of this record.
The president,
Miss Lowry,
is seated at
extreme left.



Arundel W.I. visits
the Shawbridge
Boys' Farm.

Shefford: At Granby Hill three films were shown by Mr. S. Shanks: Quebec, Laurentide in Winter, and England and Scotland, and a talk on the Seagram collection of paintings was given by Mrs. Shanks. Several articles for the sale were brought in and two pieces of print were donated. Granby West members are working on a quilt, and Mrs. N. Drew won the prize, donated by Mrs. Hickey for the best piece of handwork. South Roxton heard a paper on "Child Discipline", and preparing a child for school was discussed. Warden planned a sale of their Tweedsmuir Competition quilt (1953 prov. winner) for the benefit of the Sweetsburg Hospital. Clippings for the Scrapbook were brought in and squares for Greece are being made.

Sherbrooke: Ascot had a short talk on "Raising Tuberous Begonias", given by Mr. Matthon of the Experimental Farm, who also judged the ones grown by the members. Information is being gathered to bring the Ascot History up to date. Donations were given to the School Fair and the Nurses Bursary, both county projects. Belvidere losers in the attendance contest were hostesses at this meeting. The branch donated its share of food for the lunch at the School Fair, also \$10 towards prizes. Brompton entertained the county president, Mrs. B. Turner. Grandmothers' Day was observed, each of the nine grandmothers receiving a pair of earrings. Suitable readings were given by each convenor. Milby had as special guest, Miss Claire Bernard, R.N., who showed films of her trip across Canada to the West Coast. Many articles, later sold at the W.I. booth at the Sherbrooke Fair, were brought in. Old woollens have been collected and two wool blankets made, all to be sent to Greece.

Jacques-Cartier: Ste. Annes had Mrs. W. A. Maw as guest speaker, who gave an outline of the work of the Macdonald Women's Union. The convenor of Citizenship, Mrs. MacKay, was appointed to attend meetings of the local Council and two members asked to accompany her each time, these to be chosen in rotation.

U.N. Christmas Cards

Our Citizenship Convenor, Mrs. Ossington, reminds us that Oct. 24th is United Nations Day. She hopes you can plan to see it is observed.

Also, UNICEF Christmas cards are now ready. You will recall the folders sent last year telling of this project and what is done with the dollar to help needy children in 70 countries. You may write Mrs. J. Ossington, R.R.I., Granby, for details, or have your Citizenship convenor send your combined orders direct to —

United Nations Association in Canada,
340 McLeod Street, Ottawa.

Alberta W.I. Choirs

Comment has been made before in these columns on the W.I. choirs in Alberta. In the last issue of their paper, the Alberta "Home and Country", branches are reminded that it is not too early to be ordering the music that will be used for the convention next June. It is hoped there will be the usual one or more representatives from each branch to make up the massed choir, always a feature of every convention.

Those branches in our own province, who are endeavouring to bring more singing into their meetings, may like to have the names of the numbers selected: "Evening Prayer" from Hansel and Gretel, and "One Day When We Were Young".

The writer goes on to say words almost identical with those used by Mrs. MacFarlane in her class at the Leadership Training Course this year: "Let's have more singing at our W.I. meetings — Nothing else has those qualities of unification and pleasure that music has".

Our New Farm Editor



Jim Davidson, well known throughout the province through his former connection with Farm Forum groups as provincial secretary, has been appointed Farm Editor of the Macdonald Farm Journal.



THE COLLEGE PAGE

The Macdonald Clan

Notes and News of Staff Members and Former Students

Assistant Dean Appointed



The Macdonald Clan welcomes a new member in the person of Dr. George Dion, who has joined the staff as Professor of Soil Chemistry and Assistant Dean of the Faculty of Agriculture.

Dr. Dion, who enjoys an international reputation as a soil chemist, was Assoc-

iate Professor of Soil Chemistry at the University of Saskatchewan until three years ago, when he joined the staff of the Food and Agriculture Organization of the United Nations in Rome. One of his major tasks was to help investigate the possibility of increasing rice production in Southeast Asia, his particular interest being the increasing of yields through better soil fertility practices. This was part of a general study of the feasibility of increasing yields of rice (the world's most important cereal crop) through a program of hybridization, combining the well-adapted Indian type rice with Japanese varieties which respond better to fertilization than do the Indian types. Dr. Dion worked out of FAO headquarters in Rome until leaving to assume his new duties at Macdonald.

The *Journal* joins the staff of the College in bidding him welcome, and wishes for him and Mrs. Dion a long and happy association with Macdonald College.

Wins A.I.C. Scholarship

J. W. G. Nicholson of Crapaud, P.E.I. is one of the eight winners of scholarships awarded to young Canadian scientists for advanced training in the field of agriculture by the Agricultural Institute of Canada.

Mr. Nicholson graduated from Macdonald College in 1951 with first class honours in the Animal Husbandry option, and has since that time been working at the Federal Experiment Station at Charlottetown. He will use his scholarship to study at Cornell University, where his project will involve some phase of the nutritive value of roughages.

These scholarships, which have a value of \$1000 each, are supported by industrial and business concerns which are interested in the advancement of Canadian agriculture. Mr. Nicholson's award, for instance, is underwritten by the Canadian Meat Packing Industry. Since 1945 over \$89,000 have been invested in 94 similar awards; a sizeable contribution toward meeting the demand for highly trained agricultural specialists.

New Job Created



Murray Creed, a graduate of the class of '49, has been appointed by the Canadian Broadcasting Corporation to a newly-created position, that of production supervisor for farm and fisheries programs. He will be responsible for planning and coordinating the CBC farm and fisheries productions across Canada, particularly in the field of television.

Mr. Creed is a farm boy from P.E.I. who, after graduating from Prince of Wales College in Charlottetown, went to the Nova Scotia Agricultural College and obtained a diploma on completion of their two-year course. He then came on to Macdonald College and qualified for the B.Sc. (Agr.) degree.

He went to work with the CBC on graduation, and was stationed at Halifax; two years and a lot of hard but effective work later, he was appointed regional farm commentator.

Mac Grad Weaves A New Career

Macdonald College teaches Handicrafts, but one does not often find the men students interested in this as a subject. But Max Dupuis, who graduated in Agricultural Engineering in 1947, is turning his mechanical bent toward the Handicrafts field in his new position as demonstrator and salesman for Nadeau Looms.

The Nadeau Loom is a small but highly efficient home weaving machine which, according to its many users, can bring the pleasures and profits of weaving at home within the reach of anyone, no matter how small the house or apartment in which he or she lives. By replacing the traditional foot treadles with a hand-operated wheel, the inventor has created a loom which will do anything or more than a conventional loom can do and yet is small enough to be set on any convenient table, and light enough to be carried easily and stored when in not in use in any ordinary cupboard.

Made of aluminium, it weighs only 35 pounds, is about forty inches long and twenty-one inches deep. Its size can be seen from our illustration. It will weave anything from heavy rugs to silk drapes and excellent results, it is claimed, can be obtained with a minimum of experience.

Mr. Dupuis has been a salesman ever since he graduated; first with the agricultural chemicals division of Canadian



Industries Ltd., then selling irrigation equipment and power sprayers for C. W. Lewis & Son and for Sptamotor Ltd. Getting into heavier equipment, he sold diesel engines and industrial rubber for Northam Equipment, and joined the Nadeau organization last June. But now he is completely sold on the Nadeau Loom, and without any urging he will show you the jacket he is wearing, the cloth for which he wove himself, and insist that what he can do, anyone else can do also, provided the Nadeau Loom is used.

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